Application No. 10/006,874 Reply to Office Action of November 11, 2006

Specification Amendments:

Please replace the paragraph at page 5, lines 15-16 of the specification with the following amended paragraph:

-- • U.S. Patent Application number <u>09/998.979:m/known</u> filed on October 31, 2001 entitled "Profiling and Identification of Television Viewers" (Docket No. T734-10);--